

What You Need to Know for the 2010 Bayview Mackinac Race

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WHAT

- ❖ Bayview Yacht club founded in 1915, a world renown premier sailing club, will host the world's largest freshwater sporting event this summer in the 86th sailing of the Bayview Mackinac Race. This event attracts sailors from world-class racers to the casual boater and families and summer sports lovers. It will include some 250 sailboats and over 2500 sailors who participate annually in the event. Each year the race attracts tens of thousands of sailing fans and spectators from coast-to-coast who will follow the race up Lake Huron to the majestic Mackinac Island via GPS tracking.



WHEN

- ❖ July 17, 2010 with sponsorship options at Bayview that will focus on your brand from March to November.

WHERE

- ❖ The historic 86th sailing race begins in Port Huron, Michigan and sailors will cross the finish line at Mackinac Island – each to a canon salute!

MEDIA

- ❖ Each year the Bayview to Mackinac Race earns international media attention. Coverage includes, Detroit News, Windsor Star, Detroit Free Press, Port Huron Times Herald & WPHM Radio, Sarnia News, WJR, WDIV-TV, WXYZ-TV, WWJ-TV, WJBK-TV, WXMI-TV(Grand Rapids/Kalamazoo/Battle Creek), WZZM-TV(Grand Rapids / Kalamazoo / Battle Creek) Chicago Tribune, Hour Magazine, D-Business Magazine, Sailing Magazine, BYC-Burgee Magazine, Blue Magazine, Grosse Pointe News, Macomb Daily, the Associated Press and countless other media

ORGANIZATION AND RACE HISTORY

- ❖ BYC Mackinac Race Founded in 1925
- ❖ This year embarks the 86th Sailing of the race
- ❖ BYC was Founded in 1915 and is a world renown sailing club
- ❖ The race reaches spectators in Detroit, Windsor, Sarnia, Port Huron and Mackinac Island
- ❖ International Race following

- ❖ The city of Port Huron prepares a week's long celebration that includes parades, special events, VIP parties, Boat Night, and the Saturday morning send off

FORMER CELEBRITY SAILORS

- ❖ Walt Disney*, Roy Disney, Ted Turner, Steve Fossett*, Gordon Lightfoot, U.S. Congresswomen Candice Miller, University of Michigan Athletic Director Bill Martin, and two-time winner, Bob Seger - -
- *Indicates deceased

IMPROVED VALUE AND MEDIA EXPOSURE FOR 2010

- ❖ Sponsor Value Matrix (see supplement – sponsor benefits 2010)
- ❖ GPS Internet Boat Tracking – Draw Traffic to YOUR Company

GPS INTERNET BOAT TRACKING

- ❖ Real-time satellite tracking of racing boats
- ❖ Destination points for all fans wishing to track the progress of the race
- ❖ Estimated 20 million web page views throughout race week
- ❖ Follow boats on the internet during the race and determine boat speed, wind velocity, location and other factors for the duration of the race

ENTERTAINMENT

- ❖ Hummer Party!
- ❖ Mackinac Race Week Festival
- ❖ Mackinac Awards Party

RACE DEMOGRAPHICS

- ❖ 92% of participants hold a college degree
- ❖ A full 41% have ownership in a business
- ❖ 58% own or lease 1 or 2 vehicles and 42% own or lease 3 or more vehicles
- ❖ Close to 62% have incomes of over \$100,000 annually
- ❖ 85% have a net worth over \$100,000
- ❖ 92% own one or more homes/condominiums
- ❖ 70% stated they would buy a sponsor's products or services
- ❖ CJSS, Flagstar, Marathon, Acheson Ventures, George P. Johnson Co., Budweiser product and banner visibility (sponsor examples)
- ❖ BYC News conference – 80+ persons / 75% media
- ❖ Port Huron press conference – 70+ persons/75% media and govt. official
- ❖ Sponsor giveaways to over 350 media contacts
- ❖ Thursday night races at BYC – 1x-200 persons
- ❖ BYC website over 1,00,000 page views
- ❖ BYC custom distribution offer by LM to skippers, members
- ❖ Thursday, July – Port Huron – 25,000 persons
- ❖ Friday, July – Port Huron – 75,000-125,000 persons

- ❖ Saturday, July – Port Huron race day – 100,000+ persons
- ❖ Mission Point Resort – banner – 1,000 to 2,500 persons in hotel from Saturday through Wednesday of race week; 5,000 persons at Island awards party

ALL RACE AND RELATED EVENTS AT BYC

- ❖ NOOD Regatta (National Offshore One Design)
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- ❖ Riverfest Junior Sailing Regatta
 - More than 150 boats with students from New York to California as well as Canada (age 8 to 18) who will enter into this national event. This event will naturally draw a lot of parents, family members, friends, classmates and other supporters who will travel with the racing teams
- ❖ Summer Party and annual Hummer Party
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- ❖ Mackinac race week in Port Huron
- ❖ 2009 Pure Michigan Bayview Mackinac Race (see above information)
 - July 20, 2010
- ❖ Women's Invitational Race
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- ❖ International Detroit Cup Regatta (sailors from 10 nations)
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- ❖ Adult Sailing Program
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- ❖ Thursday Night off-the-dock races

WEBSITES

- ❖ www.byc.com
- ❖ www.michigan.org
- ❖ www.phyc.org
- ❖ www.missionpoint.com

